M A V E R I C K A I

CLAIM YOUR BUSINESS IN CHATGPT

SO CHATGPT SENDS YOU MORE CUSTOMERS

You can now claim your business right inside ChatGPT, and right now it's free. More than a billion people use ChatGPT every week, and a lot of them ask it where to buy things and who to hire. Once you claim your business, you decide what ChatGPT knows about you: your details, your products, your prices and what's in stock. You see how often ChatGPT mentions you, and you can even turn on a Business Agent that answers your customers' questions all day long.

Claim and verify your business, step by step

Add your details, products, prices and stock, or connect Shopify

See how often ChatGPT mentions you and what people ask about

Turn on your own Business Agent

3 copyable prompts

Fixes if something doesn't work

November 2026

Start Here: What Businesses in ChatGPT Is

THE PLAN

1. Claim your business at chatgpt.com/business-hub.
2. Verify it's yours.
3. Add your details and products, or connect Shopify.
4. Check how ChatGPT finds you.
5. Turn on your Business Agent (eligible US online stores and services first).

Before you start

Your account: The ChatGPT account you'll manage your business with. Use a computer, because Business Hub lives on chatgpt.com.

Your proof: Access to one of these: your business phone, your business email, your website's domain settings or your Shopify admin.

Your ID: The identity check may ask for a government ID, your business registration and proof you can act for the business.

OpenAI launched Businesses in ChatGPT on November 10, 2026, in beta. It all happens in **Business Hub**, where you claim your business, keep your information right and see how people find you in ChatGPT.

- **Who can claim:** eligible businesses with a website, wherever ChatGPT is available. You need to own the business or be allowed to represent it.
- **Local shops and restaurants:** for now, you can claim an existing US listing.
- **Online stores and online services:** if you're not listed yet, you can create your business.
- **What it costs:** right now it's free. You don't need an ads account.

Claiming doesn't buy you a higher spot, because ChatGPT still makes its own recommendations. What it does is make sure that every time ChatGPT talks about you, it has your real details, products and prices.

Copy This First: Get Your Profile Ready

Have ChatGPT write everything you'll paste into Business Hub before you start. Open a new chat, paste this and answer its questions.

PROMPT 1 | COPY & PASTE

```
I'm claiming my business in ChatGPT's Business Hub and I want my profile to be complete and accurate. Interview me one question at a time, and wait for my answer before you ask the next one. Ask me:
1. My business name, website and what I sell or do.
2. Who my customers are and where I serve them.
3. My hours, delivery or shipping, and my return policy.
4. My best products or services, with prices.
5. The questions customers ask me most.

Then write everything I need, each under its own heading: a one-line description, a longer "More about your business" section, my hours, my delivery and return policies in plain words, and 10 common customer questions with short answers. Only use what I tell you, and mark anything you're not sure about [CHECK].
```

TIP

Keep this chat open. You'll paste from it in Step 3 and use those 10 customer questions again for your Business Agent in Step 5.

Step 1: Claim Your Business

Do this on a computer.

- **Open Business Hub.** Go to **chatgpt.com/business-hub** and sign in to ChatGPT. You'll see "Reach new customers and grow your business with ChatGPT."
- **Search for your business.** Type your business name into **Search business**.
- **Pick your listing.** Click the one with your address, then confirm the ChatGPT account you'll manage it with.

Not listed? If you sell online or run an online service, click **Create "[your business name]"** at the top of the results (the one with the **+**). Local shops and restaurants can only claim an existing US listing for now.

> **TIP**
>
> If your listing says **Contact support**, it's locked. Click it and OpenAI helps you sort it out.

Step 2: Verify It's Yours

ChatGPT shows you the ways you can verify. Pick the easiest one:

Method	What you do
Business phone	Get a text or an automated call, then type in the code
Business email	Click **Get code**, then type in the code from your inbox
Website domain	Add the TXT record ChatGPT shows you to your domain's DNS settings, then click **Verify domain**
Shopify	Click **Connect Shopify** and log in to your store

OpenAI reviews your claim and emails you. Then there's one identity check with Persona. You need it before you can publish changes, see your insights or create a Business Agent, so have your ID and business registration handy. Once it's approved, a blue check shows on your business profile in ChatGPT.

TIP

The domain option means logging in to wherever you bought your domain. Not sure how? Ask ChatGPT: "How do I add a TXT record in [YOUR DOMAIN PROVIDER]?"

HEADS UP

Only type your ID and business details into Persona's own screens, never into a chat.

Step 3: Tell ChatGPT Everything About You

Open your business in Business Hub and click **Edit business info**. You'll see tabs for **About**, **Location**, **Contact**, **Hours** and **Photos**. Paste in what ChatGPT wrote for you with the first prompt, then click **Save**.

Fill in as much as you can: your website, description, category, logo, cover photo and your delivery and return policies. The more ChatGPT knows, the better it answers people asking about you.

Add your products, prices and stock

You have two ways:

- **Upload a file.** Click **Add products to ChatGPT**, then **Upload a product data file** (a product spreadsheet, or a link to one you host). Check them in **Preview products**, then click **Confirm**.
- **Connect Shopify.** Your products, prices and stock sync on their own. In your Shopify admin, go to **Sales channels**, then **Agentic**, then **ChatGPT**, and click **Install app**. Or connect it from Business Hub.

> **TIP**
>
> On Shopify, the ChatGPT app is free, and connecting through it verifies your business automatically.

Step 4: See How ChatGPT Finds You

Once you're verified, open **Brand insights** in Business Hub and switch between the last **7D** or **28D**:

- **Mentions:** how often ChatGPT mentions your business in its answers.
- **Profile views:** how many people opened your business profile.
- **Website clicks:** how many people clicked through to your website.
- **Top 5 discovery topics:** what people were asking about when they found you.

You never see anyone's actual chat. Insights are grouped, and they only show up once there are enough conversations, so a newer or smaller business may need to give it a little time.

Check what ChatGPT says about you

Run this before you claim and again a few weeks after, so you can see the difference:

PROMPT 2 | COPY & PASTE

```
Search the web and tell me what you know about [BUSINESS NAME] ([YOUR WEBSITE]). Then answer this like a customer asked you: "What's the best [WHAT YOU SELL OR DO] in [YOUR AREA]?" Would you recommend us? Tell me honestly why or why not, and the three things on our website or profile that would make you more likely to.
```

Step 5: Turn On Your Business Agent

This is the craziest part. Your Business Agent is an AI version of your business that answers customers' questions all day long, using your products, your policies and the guidelines you give it. When someone finds you in ChatGPT, they can open your profile and start a chat with it, clearly labeled and separate from their own chat.

- **Who gets it first:** eligible e-commerce and online service businesses in the US.
- **How to turn it on:** set up your agent in Business Hub, click **Review your business agent**, then **Publish**. Nothing goes live until you publish.
- **What it doesn't do:** take payments. When someone is ready to buy, it sends them to your website.

Write your agent's guidelines

Send this in the same chat as the first prompt, so it already knows your policies and your customer questions:

PROMPT 3 | COPY & PASTE

```
Write the guidelines for my ChatGPT Business Agent. It answers customer questions for
[BUSINESS NAME] using my product and policy info. Tell it the tone to use, what it
should always mention, what it must never promise (like discounts, delivery dates or
prices I haven't confirmed), when to send people to my website and what to say when it
doesn't know the answer. Use only what I've told you in this chat and keep it short.
```

Common Mistakes and Quick Fixes

If this happens	Try this
Business Hub asks you to log in	Sign in to ChatGPT at chatgpt.com, then open **chatgpt.com/business-hub** again.
Your business doesn't show up	Search your exact business name. Online businesses can click **Create "[your business name]"**. Local shops and restaurants can only claim an existing US listing for now.
Your listing says Contact support	It's locked. Click **Contact support** and OpenAI helps you.
The code never arrives	Wait a minute and try again, or pick another method, like your business email or website domain.
Domain verification fails	Check the TXT record matches exactly what ChatGPT shows you. DNS changes can take a while, so try **Verify domain** again later.
You can't publish changes or see insights	Finish the Persona identity check. Both unlock once it's approved.
Your insights are empty	They only show once enough conversations mention you. Fill in your profile and products, then check back.
No Business Agent option	Agents are for eligible US online stores and online services first. Everything else still works.
Products are missing or out of date	Upload a fresh product file, or check that Shopify is still connected.
You searched for "ChatGPT Business"	That's ChatGPT's plan for teams at work. This is Business Hub, at chatgpt.com/business-hub.

Quick Reference: Your Business in ChatGPT

Step	Where	Done looks like
Claim	chatgpt.com/business-hub, then **Search business**	Your listing picked (or created)
Verify	Phone, email, domain or Shopify, then Persona	A blue check on your profile
Details	**Edit business info**: About, Location, Contact, Hours, Photos	Every tab filled in
Products	Upload a product data file, or connect Shopify	Your products, prices and stock in ChatGPT
Insights	**Brand insights**, 7D or 28D	Mentions, profile views, website clicks, top topics
Agent	**Review your business agent**, then **Publish**	Customers can chat with your business

DO THIS TODAY

Go to chatgpt.com/business-hub, search your business and claim it before your competitors do. Run the first prompt while you wait for OpenAI's email, so your whole profile is ready to paste in the minute you're verified.

Want More AI Tips Like This?

I post daily AI content, tool breakdowns, and prompts that actually help you get more done. Follow me for the latest.

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Claim it once, and every time ChatGPT talks about your business, it gets you right.